

IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-33/APP (GP-086-00-US)**

Applicants: **Chad LESTER, et al.**

Serial No.: **10/749,110**

Confirmation No.: **3154**

Filing Date: **December 29, 2003**

Title: **ENCODING AD AND/OR AD SERVING INFORMATION IN A CLICK URL**

Examiner: **Brian J. Gillis**

Group Art Unit: **2441**

Mail Stop RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

S I R:

**INFORMATION DISCLOSURE STATEMENT**

The applicants respectfully request that the BPAI Decision included in the prosecution history of U.S. Reissue Application No. 09/577,798 (referred to as "the '798 reissue") (reissue of U.S. Patent No. 5,948,061, which is of record), listed on the attached PTO/SB/08A as reference CG, be considered in the examination of the above-identified application. A copy of reference CG is filed herewith.

In addition, please note that the above-referenced BPAI Decision refers to documents publically available from the file history of the '798 reissue. A transaction history of the '798 reissue is reprinted below for the Examiner's convenience.

## Bibliographic Data

Application Number:	09/577,798	Customer Number:	-
Filing or 371 (c) Date:	05-24-2000	Status:	Board of Appeals Decision Rendered
Application Type:	Re-Issue	Status Date:	05-20-2010
Examiner Name:	LANEAU, RONALD	Location:	ELECTRONIC
Group Art Unit:	3714	Location Date:	-
Confirmation Number:	4541	Earliest Publication No:	-
Attorney Docket Number:	16113-1341RE9	Earliest Publication Date:	-
Class / Subclass:	705/014	Patent Number:	-
First Named Inventor:	Dwight Allen Merriman , New York, NY	Issue Date of Patent:	-

Title of Invention: Method of delivery, targeting , and measuring advertising over Networks

## Transaction History

Date	Transaction Description
07-25-2010	Document Verification
07-07-2010	Information Disclosure Statement considered
07-07-2010	Information Disclosure Statement (IDS) Filed
07-07-2010	Reference capture on IDS
07-07-2010	Information Disclosure Statement (IDS) Filed
05-24-2010	Electronic Review
05-24-2010	Email Notification
05-24-2010	Mail BPAI Decision on Appeal - Affirmed in Part
<b>05-20-2010</b>	<b>BPAI Decision - Examiner Affirmed in Part</b>
03-25-2009	Email Notification
03-25-2009	Docketing Notice Mailed to Appellant
03-23-2009	Assignment of Appeal Number
12-10-2008	Appeal Awaiting BPAI Docketing
12-01-2008	TC completion of return order
10-20-2008	Email Notification
10-20-2008	Mail Miscellaneous Communication to Applicant
10-14-2008	Miscellaneous Communication to Applicant - No Action Count
10-09-2008	Email Notification

10-09-2008	Change in Power of Attorney (May Include Associate POA)
10-06-2008	Correspondence Address Change
04-24-2002	Information Disclosure Statement considered
04-24-2002	Information Disclosure Statement (IDS) Filed
10-05-2006	Case Docketed to Examiner in GAU
11-08-2005	Order Returning Undocketed Appeal to the Examiner
08-02-2005	Appeal Awaiting BPAI Docketing
07-28-2005	Mail Reply Brief Noted by Examiner
07-25-2005	Reply Brief Noted by Examiner
07-12-2005	Date Forwarded to Examiner
04-12-2004	Reply Brief Filed
06-07-2004	Case Docketed to Examiner in GAU
06-01-2004	Case Docketed to Examiner in GAU
04-12-2004	Workflow incoming amendment IFW
11-10-2003	Oath or Declaration Filed (Including Supplemental)
02-11-2004	Mail Examiner's Answer
02-09-2004	Examiner's Answer to Appeal Brief
10-23-2003	Date Forwarded to Examiner
09-29-2003	Appeal Brief Filed
09-29-2003	Request for Extension of Time - Granted
05-07-2003	Mail Miscellaneous Communication to Applicant
05-05-2003	Miscellaneous Communication to Applicant - No Action Count
04-28-2003	Notice of Appeal Filed
04-28-2003	Request for Extension of Time - Granted
10-28-2002	Mail Non-Final Rejection
10-23-2002	Non-Final Rejection
10-23-2002	Mail Notice of Withdrawn Action
10-23-2002	Letter Withdrawing / Vacating Office Action
10-07-2002	Mail Notice of Informal or Non-Responsive Amendment
10-07-2002	Date Forwarded to Examiner
09-30-2002	Supplemental Response
09-30-2002	Information Disclosure Statement (IDS) Filed
09-30-2002	Information Disclosure Statement (IDS) Filed
07-18-2002	Mail-Petition to Revive Application - Granted
06-10-2002	Petition Entered
05-07-2002	Information Disclosure Statement (IDS) Filed
05-07-2002	Information Disclosure Statement (IDS) Filed
04-24-2002	Oath or Declaration Filed (Including Supplemental)
08-14-2002	Date Forwarded to Examiner
04-24-2002	Informal or Non-Responsive Amendment after Examiner Action
04-24-2002	Response after Non-Final Action
04-24-2002	Request for Extension of Time - Granted
04-23-2002	Case Docketed to Examiner in GAU

11-19-2001	Case Docketed to Examiner in GAU
11-19-2001	Case Docketed to Examiner in GAU
10-24-2001	Mail Non-Final Rejection
10-22-2001	Non-Final Rejection
09-07-2001	Information Disclosure Statement (IDS) Filed
09-07-2001	Information Disclosure Statement (IDS) Filed
08-15-2001	Date Forwarded to Examiner
07-24-2001	Response after Non-Final Action
07-24-2001	Miscellaneous Incoming Letter
07-24-2001	Information Disclosure Statement (IDS) Filed
07-24-2001	Information Disclosure Statement (IDS) Filed
04-04-2001	Information Disclosure Statement (IDS) Filed
04-04-2001	Information Disclosure Statement (IDS) Filed
06-27-2001	Mail Miscellaneous Communication to Applicant
06-27-2001	Miscellaneous Communication to Applicant - No Action Count
04-04-2001	Affidavit(s) (Rule 131 or 132) or Exhibit(s) Received
04-04-2001	Preliminary Amendment
04-04-2001	Miscellaneous Incoming Letter
04-04-2001	Affidavit(s) (Rule 131 or 132) or Exhibit(s) Received
04-24-2001	Mail Non-Final Rejection
04-13-2001	Non-Final Rejection
10-30-2000	Case Docketed to Examiner in GAU
09-14-2000	Application Dispatched from OIPE
09-12-2000	IFW Scan & PACR Auto Security Review
10-03-2000	Notice of Reissue Published in Official Gazette
09-06-2000	Application Is Now Complete
09-06-2000	Correspondence Address Change
06-27-2000	Notice Mailed--Application Incomplete--Filing Date Assigned
06-27-2000	Correspondence Address Change
05-24-2000	Initial Exam Team nn

The applicants reserve the right to establish that the reference listed on the attached PTO/SB/08A is not prior art to the above-captioned application.

Since this Information Disclosure Statement ("IDS") is being filed with a Request for Continued Examination, it should be considered under 37 C.F.R. § 1.97(b) (4). Accordingly, it is believed that no additional fee is due. If, however, any

additional fee is due, the Office is authorized to charge any fee required to have the Information Disclosure Statement considered to the deposit account of Straub & Pokotylo, deposit account number 50-1049.

Respectfully submitted,

November 16, 2010

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